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Caravan

Doral delivers a personal approach

R.J. Reynolds Tobacco Co. and the Doral brand are redefining value in a new advertising campaign designed to reinforce the brand's personal approach to business.

With headlines like "Doral Delivers" and "Doral Promises," the new campaign solidifies Doral's positioning as the brand that cares more for its adult smokers. The ads accomplish this by emphasizing Doral programs — such as the premium-taste guarantee and free-carton offer — that are unique within the savings category. According to Scott Rhodes, senior marketing manager, the campaign — launched May 1 — highlights ways in which Doral does business differently from other savings-cigarette brands.

Building brand value

"As other savings brands fight to be the 'cheapest' selection at retail, Doral is winning market share by building brand value on more than just low price," Rhodes says. "Doral offers adult smokers a great-tasting cigarette at a reasonable price, backed by useful services and other important brand benefits.

"We want adult smokers to know that to Doral value means more than low price," he says. "And this new advertising campaign communicates the ways in which Doral demonstrates appreciation for its adult smokers' business."

Known as the Doral "oval" campaign, the collection of ads was developed in partnership with Coyne Beahm of Colfax, N.C. The new ads replace Doral's "pack-tear" campaign, which debuted in May 1995, and brought the brand's "cares-more" positioning to the general market. Linda Shieh, an RJR marketing manager who helped develop the new ads, reports that the oval campaign builds on the power of Doral's pack-tear campaign.

"Using the Doral pack as the background, the oval campaign brings a new, stronger look to our 'cares-more' positioning," Shieh says. "It is our belief that this campaign provides a better balance of rational and emotional benefits associated with the brand's positioning, projects a more quality, contemporary look and offers a format that can be used at retail and in other areas of our marketing mix."

Similar to the pack-tear campaign, the new advertisements put a face with a name by featuring real Doral smokers, as well as the employees who manufacture and provide support service to the brand. ▶▶▶

DORAL

Promises

DORAL

Celebrates

All across America, we throw appreciation parties for our smokers. It's just one more way we celebrate smokers like you.

Discover The Doral Difference.

SURGEON GENERAL'S WARNING: Quitting Smoking Now Greatly Reduces Serious Risks to Your Health.

51847 8892

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According to Rhodes, using real people, instead of models, is a point of difference for Doral.

"We are trying to convey a more personal approach to doing business, and, in turn, build Doral's equity as the brand that cares more," he says. "We get a lot of positive feedback from our ads, because it is easy for Doral smokers to relate to other Doral smokers and to the RJR employees who make the product and provide services to our adult smokers."

In one of the new ads — "Doral Promises" — a team of RJR employees from Tobaccoville highlights Doral's premium-taste or money-back guarantee. Charlie Brown, a protos operator at Tobaccoville and 31-year veteran of the company who appears in the ad, feels that using real RJR employees is important. "I think using the real people who make Doral increases the impact of the ad campaign," Brown says. "I know what it takes to keep our promise of quality assurance, and that's my goal every day — to make a consistent, high-quality, great-tasting cigarette."

Herb Cook, a mechanical specialist in Tobaccoville packing maintenance who appears with Brown in the advertisement, also takes the Doral quality promise very seriously. "The Doral promise means that the people who make Doral here at the plant stand behind the quality of their product — and I stand behind Doral," Cook says. "Making this promise to the adult smokers who buy Doral makes me proud to be an employee of Reynolds Tobacco."

Doral listens

Another ad, "Doral Listens," features Nancy Montgomery, manager of program planning and development — consumer relations, and is designed to underscore the fact that the brand appreciates its adult smokers, both as customers and as people. "Doral really does 'listen' to its adult smokers," Montgomery says. "The brand goes to great lengths to read and respond to every comment card sent from Doral smokers. And this is important to Doral smokers, who want to get to know the people who make the brand and for the brand to get to know them."

This personal approach to business has translated into significant growth for the brand over the last three years. Since 1994, Doral has seen a 14 percent increase in volume, a 19 percent increase in share of market and a 27 percent increase in share of the savings category. Doral is America's best-selling value brand and the third-largest brand based on shipments in the industry today — behind only Marlboro and Newport.

Rhodes is pleased with this growth and thinks that Doral's new advertising campaign will strengthen the brand's marketplace performance. "The goal of this new advertising campaign is to raise awareness among value-oriented smokers that Doral is truly different from all other savings brands — different in the products we make and the way we do business," Rhodes says. "And we're optimistic that more and more adult smokers will 'Discover the Doral Difference' in 1997." ■

DORAL DORAL FULL FLAVOR

Listens

Last year, thousands of Doral smokers wrote or called us offering their stories and comments. We listened.

Discover The Doral Difference.

SURGEON GENERAL'S WARNING: Quitting Smoking Now Greatly Reduces Serious Risks to Your Health.

DORAL

Quality

From start to finish, we choose the highest quality tobaccos to give you premium taste. We think that's the quality you deserve.

Discover The Doral Difference.

SURGEON GENERAL'S WARNING: Quitting Smoking Now Greatly Reduces Serious Risks to Your Health.

51847 8893

Cigarettes Today, Burgers Tomorrow

Why stop at demonizing a legal substance like tobacco? Fat is probably worse.

It's just a question of time. Since heart disease is the greatest killer and high cholesterol is the leading cause of heart disease, some day soon there will be a class-action suit against McDonald's and the entire fast-food industry. Someone will claim that McDonald's is to blame for that terminal condition. There have been no health warnings on their hamburgers. Worse than that, the suit will say McDonald's has been targeting children in their ads and with attractions like playgrounds on the premises and special meals complete with toys. The chief villain is, of course, Ronald McDonald, who makes Joe Camel look like a piker.

That's going to be the quick consequence of state governments and the federal government establishing the precedent of supporting hate campaigns against a legal substance. Tobacco is chicken-feed.

"Now, wait a minute," someone will say. "Big Macs don't create an addiction, like cigarettes!" Oh, yeah? I'm addicted. I have at least one cheeseburger a day and have done that throughout most of my life. How did this terror start? I hate to admit it, but it was when I was a kid. I'm not to blame. "They" did it to me. How was I to know?

There's something else I feel compelled to bring up on behalf of all those who have been ensnared into this pit of disease: The costs to society for all these hamburger-related ailments are tremendous.

That, of course, is the consequence of programs that are



Bruce Herschensohn
Los Angeles Times
Tuesday, April 1, 1997
Reprinted with permission

Once the taxpayer is compelled to pay for the choices made by another, the government can take jurisdiction over the entire industry that the government feels is responsible for those costs.

advertisements. The devil with the First Amendment! Health should always supersede the Constitution.

And this shouldn't be the end of it; it should be the beginning of it. The evidence of many other legal substances causing disease is overwhelming. Leading journals continually confirm this. *The London Times* printed that "research has linked high consumption of

hot dogs with an increase in childhood leukemia." The same newspaper also reported that "it has been recognized since 1970 that licorice taken in quantities can cause high blood pressure, sudden cardiac arrest, congested cardiac failure and more." To be consistent in the terminology in

smoking-related diseases, we should say that leukemia is a hot dog-related disease, and cardiac arrest is licorice-related.

What started all this, of course, was government's involvement with anti-smoking campaigns and regulations. I have a confession. I'm not only a cheeseburger addict, I smoke. I started smoking when I was 18 and it wasn't because of advertisements or logos or posters or cartoon characters. It was because, like millions of others

(continued on page 9)

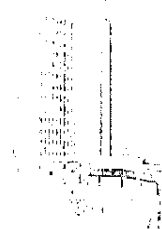
October 1968

Operation wrap up



January 1982

Employees start move to downtown Plaza Building



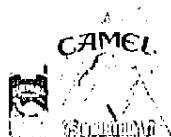
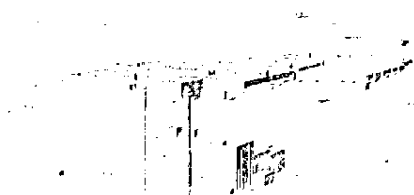
Jan.-Feb. 1975

Reynolds employees to celebrate centennial in 1975



October 1986

Tobaccoville dedicated



January 1988

Camel throwing 75th birthday party



March 1994

Tobacco supporters speak from the heart



May 1994

Tobacco CEO's testify before subcommittee



August 1995

Winston Cup — a tribute to 25 years of racing



25th ANNIVERSARY

April 1979

The Reynolds Building — 50 years of service

51847 8895

In April of 1967, the public relations department of R.J. Reynolds Tobacco Co. published its first issue of *Caravan*. Though the tobacco industry has changed significantly since then, the goals of the magazine remain the same.

"A key objective," wrote *Caravan's* first editor, Peter O.

Allen, "is to produce [the publication] in such a way that it becomes a primary source of accurate information about the company for all employees.

"Ideas for stories and articles will always be welcome," he continued.

"*Caravan* is being published as a means for all employees on all levels to find out more about their company and its activities, and to make sure that employees will continue to be recognized as members of the RJR team."

The name, or masthead, *Caravan* was chosen not only for its connection to the *Camel Caravan* radio and television shows of the 1930s and '40s, but also for the role camel caravans played in the Middle East. "These camel convoys," Allen said, "supplied people throughout the desert with vital resources and news that otherwise would have been inaccessible."

Over the years, *Caravan* has published thousands of articles

ranging from the celebration of Camel and Winston Cup anniversaries, to the dedication of Tobaccoville and Bowman Gray Technical Center, to the Washington bus trip and the congressional hearings on tobacco. Employees interested in past issues of *Caravan*, may reference bound

THIRTY SOMETHING

The *Caravan* rolls on 30 years later



copies of the publication at the company library in the Reynolds Building.

"Thirty years ago, *Caravan* was created for the purpose of providing the RJR community with information not only about the company, but also about its employees. This continues to be our goal," says Barbara Goho, director of internal communications and *Caravan's* senior editor.

"*Caravan* serves as the voice of RJR and its employees," Goho continues. "To serve as that voice, you, the readers, need to tell us what you want to see in this publication. You are the R.J. Reynolds Tobacco stories." ■

Caravan was created in 1967 with the purpose of providing the RJR community with information about not only the company, but also about its employees. The writers and staff are committed to delivering company news on every level — from external issues facing the tobacco industry, to companywide projects and goals, to employee interests and concerns.

The dedicated employees of RJR are the reason this publication exist.

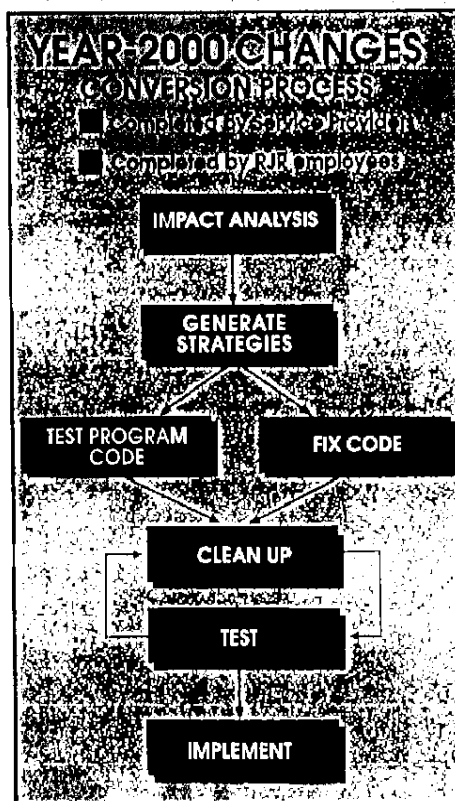
If you have any ideas or thoughts on articles for *Caravan*, send them to Public Relations, 16th floor Reynolds Building, or call 741-7069. Help *Caravan* continue to be the voice of RJR and its employees.

Computer experts meet the Year-2000 challenge

Where will you be in the Year-2000? Information Resources (IR) for R.J. Reynolds Tobacco Co. knows exactly where it wants to be — a step ahead.

As the new century approaches, information resources wants to be in a position to greet the new millennium with smooth computer operations. The department is working hard to solve an issue that will affect RJR's computers companywide — the same issue that will affect computers around the world. The problem lies in the inability of computer hardware and software to accept a four-digit year. Many computers are only equipped to use a two-digit year.

Bill Dickson, manager for the Year-2000 Project, explains, "When computers were created, programmers developed software that only recognized two-digit dates. For example, if you were to state your birthday you may say 12/20/52. We usually refer to the year as '52 — a two-digit date. When the calendar reaches 2000, the two-digit numbers for that year will be '00. A computer will, therefore, calculate your age as 00 minus 52, or negative 52, rather than 48.



The R.J. Reynolds Year-2000 Project teams are following a number of steps to locate, adjust and test RJR date-sensitive computer applications before calendars reach the 1/1/00 deadline.

"Now, translate this date issue into business terms," Dickson continues. "Information gathered for a quarterly report stretches from one point in time to another. A report which starts in the third quarter of 1999 and ends in the first quarter of 2000 will look for years that are after 99 and before 00, effectively causing the report to disappear. The computer will simply no longer recognize that the information exists."

If left unresolved, the Year-2000 problem would negatively affect RJR as well as other businesses. According to Gartner Group, a computer-systems think tank, 30 percent of all businesses in the U.S. will go bankrupt if they fail to adjust their computer systems in time. "If RJR's accounts payable department cannot issue the checks that pay the bills, the company's suppliers will not provide the raw materials required to manufacture our products," says Dickson.

Compared to most other businesses, however, RJR is ahead of schedule in repairing the Year-2000 problem. Strategies to address the company's computer systems began as early as 1996, when they began running into difficulties. The Premis System, which tracks the maintenance

schedule of plant hardware, forecasts dates four years into the future. As a result, in 1996 the system had already hit the 00 date.

You might think that resolving the Year-2000 dilemma is simply a matter of turning back a computer's clock. Unfortunately, fixing the problem is not as easy as fooling the computer into believing it has not reached the Year-2000. To adequately operate the system, calendars have to be accurate — dates and traditional holidays must fall on the correct day of the month. "The calendar operates in 28-year cycles," Dickson explains. "1972 matches the 2000 calendar.

However, if we were to push the dates back to the 1972 calendar, the system would revert back to many of the company policies that were in effect during that year."

Project phases

Converting RJR's computer systems to the new-date process involves a number of steps, the first being impact analysis. During this portion of the project, IR evaluates the company's 400 computer systems to determine the magnitude of the Year-2000 issue. Once the impact analysis is complete, the second step is to develop conversion strategies to adjust the affected programming code. According to Dickson, RJR operates on nearly 30 million lines of computer-program code. Information resources estimates that 1.2 million lines of code will need to be modified. These two steps are currently in progress.

Step three involves adjusting these lines of code. Once the program code has been converted, it is tested and retested in an environment that duplicates RJR's production operations. This process helps to ensure that the software will function correctly when returned to normal activities.

By testing the programs now, project coordinators hope to catch as many glitches as possible. "We have to make sure that while attempting to convert the computer systems, we have not inadvertently altered portions of computer programs that should not have been changed," says Dickson. "Therefore, information



A team of employees from R.J. Reynolds Tobacco's information resources department, with the assistance of contracted IBM specialists, are working hard to locate date-sensitive computer applications before the year 2000. According to Gartner Group, a computer-systems think tank, 30 percent of all businesses in the United States will go bankrupt if their computer systems are not adjusted in time. Members of RJR's Year 2000 Project staff are: (front row, from left) Ed Crawford, Charles Huneycutt, Bill Dickson, Latisha Dixson and Charles Bruton. (Back row, from left) Scott Himmelspach, Lewis Ward and Tonya Sty eis-Bovender. (Team members not pictured are Terry Stewart, Barry Hutchens and Jay Washam.)

resources has set a December 1998 completion goal for converting systems that have been identified as critical. This will help ensure that RJR has enough time to fix problems that may have unknowingly arisen during conversion." The year 1999 will be primarily devoted to testing the systems. Dickson estimates that the tests will consume the majority of the team's time and effort — nearly 60 percent of the project.

Massive scope

The scope of the project is so massive that information resources has called upon outside assistance. In addition to the RJR employees IR has devoted to the project, the company has contracted IBM specialists to help. Currently, program conversions are being performed by four teams, each consisting of eight people. These teams have been set up to train new members who will later form additional groups. By the end of the first quarter of 1998, 10 to 12 teams will be in operation. At the peak of the project, 100 people

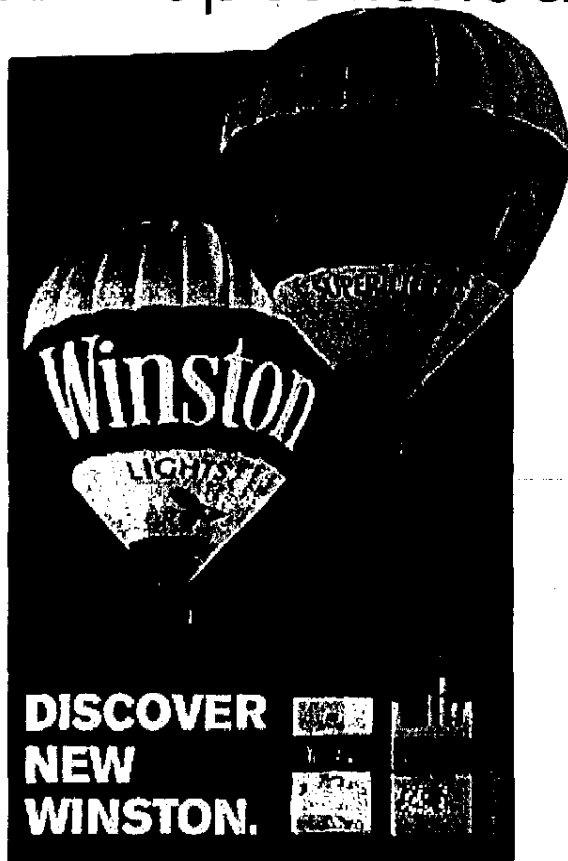
will be dedicated to resolving the Year-2000 problem.

Dickson says that in addition to the IR staff assigned to the project, the department is asking for the help of all RJR employees. "Employees need to assist us in verifying if their software is operating correctly. In many cases, they know how their computers function better than the information resources department," he explains. "Departments must ensure that applications on their personal computers, not supported by information resources, are upgraded to avoid failure. They should not assume that IR knows that their system could have difficulty later."

In an effort to assist RJR departments in identifying potential problems, awareness sessions in the Plaza auditorium are being planned. For more information, contact Bill Dickson at 741-0055 or Mike Cassidy at 741-0053.

Dickson concludes, "With the assistance of everyone at RJR, we will successfully meet the Year-2000 deadline." ■

Winston repositioned in Switzerland



Winston has been repositioned and re-launched in the Swiss market — making Switzerland the first worldwide market to launch Winston Lights and Winston Super Lights in a new international packaging design.

The product will capitalize on adult smokers' growing preference for low-tar products and products that offer high quality at an affordable price.

Winston has been repositioned from the premium price segment to the sub-premium price segment in Switzerland. In addition, a new contemporary pack design results in maximum shelf impact. The new designs use a white and blue color scheme for Winston Lights, and a white, silver and blue package for Winston Super Lights. The eagle imagery familiar to Winston smokers is embossed on the pack.

The brand's repositioning is supported by an advertising campaign with the theme, "Discover new Winston."

Sales results from the first few weeks of Winston's relaunch in Switzerland are encouraging. Winston is the second-largest brand family in RJR's brand portfolio in Switzerland. ■

Winston Lights and Winston Super Lights have been re-launched in Switzerland with new packaging and a new price position.

New Camel Medium introduced in Europe

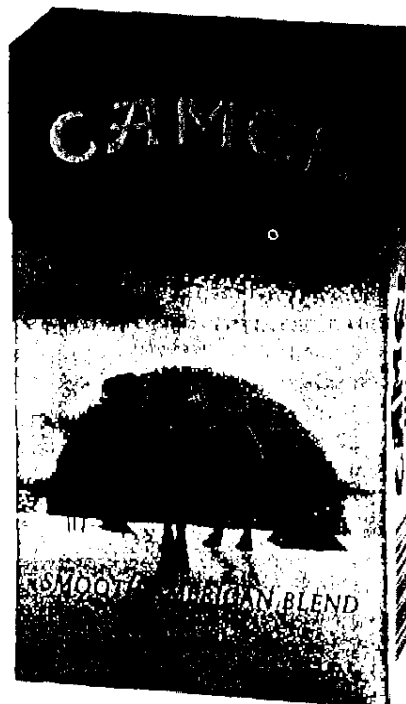
The Camel Medium brand is being re-launched by R.J. Reynolds International in European markets — with the new product rolling out in Belgium, Holland, Germany, France, Italy, Switzerland and Luxembourg.

The product offers adult smokers a smoother-tasting cigarette. The brand, which is positioned in a category between "full flavor" and "lights," features new packaging with a "sunset" color scheme and an updated look.

The re-launch of Camel Medium follows the successful reintroduction of Camel Lights in a new light-blue pack in more than 15 European countries last year, generating significant growth in Camel Lights volume in Western Europe.

Camel Medium is being supported by newspaper and magazine advertisements, posters and point-of-sale materials. ■

RJR International is reintroducing Camel Medium in European markets, offering adult smokers a smooth-tasting product that falls between the "full flavor" and "lights" categories.



51847 8899

Court decision limits FDA authority

The U.S. District Court in Greensboro, N.C., ruled on April 25 that the Food and Drug Administration (FDA) lacks the authority under the Food, Drug and Cosmetic Act to regulate tobacco-product advertising and promotion. The ruling also concluded that Congress did not expressly prohibit the FDA from regulating tobacco products under existing law — if the facts asserted by the FDA in its case and regulations are proven to be correct.

The following is a review of the major aspects of the Court's ruling:

- The FDA regulation over cigarettes and smokeless-tobacco products will be allowed to go forward if they meet the FDA's definition of "drugs" or "medical devices," but the FDA must prove in a separate trial that tobacco does fall into one of these two FDA categories.

The Court ruled that the following are within the FDA's authority to regulate:

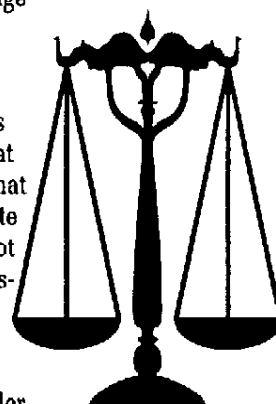
- Limiting all cigarette sales to face-to-face transactions — with retailers required to verify age with a photo ID — allowing cigarettes to be sold only by clerks behind a counter. These regulations became effective Feb. 28, 1997, and will continue.
- The FDA's labeling requirements and access restrictions — including vending machines,

self-service displays and sampling. The judge said, however, these regulations would not take immediate effect, since appeals were likely on both sides.

The Court struck down the bulk of the FDA's proposed rules, most of which were directed at advertising and promotion. The Court ruled that the FDA does not have the authority to regulate tobacco advertising and promotion, but did not decide the Constitutional challenges the industry and the advertisers had raised. Until the appeals process is completed, R.J. Reynolds Tobacco Co. can continue to advertise and promote its products as it has in the past. Under the Court's ruling, the following FDA rules on advertising and promotion cannot go into effect:

- Limiting all billboard ads and point-of-sale materials to black and white, text-only messages.
- Limiting advertising to black and white, text-only ads in publications with youth readership of at least 15 percent or two million readers.
- Stopping brand-name sports sponsorships of such events as the Winston Cup series.
- Banning any branded premium items like T-shirts, caps, jackets, gym bags, lighters, beverage holders, cups or playing cards.
- Banning catalog programs such as Camel Cash.

Both sides are appealing the District Court's decision. ■



Editorial *(continued from page 3)*

in the military in those days, a representative of the U.S. government encouraged me to smoke. "Smoke 'em if you got 'em!" was the phrase yelled out by my commanding officer. The first time he said that, while I was standing in formation with nothing to do, I didn't have them. The next time he said that, I made sure I did. In this litigious society when everyone is being sued because of a "smoking-related" disease, some day the U.S. government may well be the subject of the biggest class-action suit of all.

Are my addictions commensurate with addictions to hard drugs? Please! I know countless people, even those who were chain-smokers, who quit smoking and every one of them did it by stopping "cold turkey," while hard-drug users generally have to go to a rehabilitation center. Cigarettes do not alter the mind or cause halluci-

nations or make the users drive or act recklessly. When cigarette prices were above my budget, I didn't think of stealing to get a cigarette, let alone murdering someone. In fact, no matter how much I may have wanted a cigarette, I wouldn't even have walked a mile for a Camel. It wasn't worth it. (It must be kept in mind, however, that as a Californian, I would have driven a mile, but I wouldn't have walked more than a couple blocks at most.)

Anyway, I think I'll sue someone. I've been taking terrible risks by my eating and smoking habits. In truth, I've taken much greater risks in my life than those two habits, but I can't think of anyone to sue over them. Do you know a good lawyer? ■

Bruce Herschensohn is a distinguished fellow with the Claremont Institute.

RJR volunteers help allocate money

The 1996 United Way campaign is over. The checks have been written, and the funds are in. One very important detail remains. How will the money be distributed?

Fourteen employees of R.J. Reynolds Tobacco Co. and various other community volunteers have teamed-up with the United Way to answer that question.

As members of the Allocations Committee for the 1996 fund-raising year, these volunteers determine not only which of the 41 agencies will receive funding, but also how much money is given to each organization. This decision is based on a process that includes touring agencies' facilities and listening to budget presentations which explain the need for funding and how the monies will be used. Ten panels, consisting of about 12 volunteers each — 107 volunteers in all — evaluate the particular agencies. Each panel reviews the proposals of three or four community organizations.

To aid the committee's decision, the United Way has created guidelines outlining where the need for money is the greatest and if the agencies are funded in other ways. Through community surveys, the United Way has been able to determine moderate to high-priority programs. A United Way staff liaison is also assigned to each panel to assist the process.

Pat Holiday of Tobacco Processing — No. 603 is on the

1996 United Way Allocations Committee. This is Holiday's first year on the allocations committee, but her 15th year as a United Way volunteer. Her panel is reviewing Consumer Credit Counseling Services, Family Services and Stop Child Abuse Now (SCAN).

"Choosing how to allocate the money is a difficult decision," says Holiday. "But, like any job, it is something that needs to be done, so we do it."

Mary Tyler, vice president of campaign for the United Way, agrees with Holiday. "From a fund-raiser standpoint, the allocations committee has one of the toughest jobs. In a sense, they are serving as trustees for the community."

Once the panels have reached a decision, they make a recommendation to the fund-distribution cabinet. The proposal is then passed on to the United Way board where the final decision is made. The approval process concludes at the end of June, and monthly distribution of the funds begins in July.

Rick Abernethy, senior engineer for RJR, says that by serving on the committee he sees the impact of United Way fund-raising and volunteer efforts. "Involvement with the United Way not only benefits the recipients of the agencies' services, but also serves as an inspiration to those who volunteer."

For more information on becoming a United Way Allocations Committee volunteer, contact Daphne Lewis at 721-9331. ■



Fourteen RJR employees, along with various other community volunteers, have teamed-up to allocate money collected for the 41 United Way agencies during the 1996 fund-raising campaign. The allocations decisions are based on a process that includes touring the agencies' facilities and listening to budget presentations which explain funding needs and how the monies will be used. Serving as RJR volunteers on the Allocations Committee are: (front row, from left) David Harrison and Rick Abernethy; (second row, from left) Gladys Avery, Aju Lekwauwa, Regina Watkins-Brim and Nate Williams; (third row, from left) Pat Holiday, Johnnie Idol and Charles Brooks.

RJR receives YWCA award

The YWCA of Winston-Salem, N.C., recently honored R.J. Reynolds tobacco employees for their participation last fall in the United Way's Day of Caring. During the Day of Caring, volunteers from across the community, including more than 500 R.J. employees, took time off from work to help on various projects at 41 agencies supported by the United Way of Forsyth County. More than 25 of R.J.'s volunteers worked for the YWCA on a special day to help prepare a meal for the homeless. Ann Robinson, director of community relations department, presented the award from Don Draco (right), president of the Forsyth County United Way, on behalf of the 25 volunteers. ■



Honorary race starter waves on Winston-Cup drivers

Gentlemen start your engines!



Carolyn Carpenter, senior staff R&D technologist for R.J. Reynolds Tobacco Co., got the chance to practice her flag-waving skills at the start of the 13th annual Winston Open on May 17 at the Charlotte Motor Speedway in Charlotte, N.C. Carpenter won The Winston Open Honorary Starter Contest when her name was drawn by driver Michael Waltrip, last year's winner of The Winston Open. Waltrip pulled Carpenter's name out of an autographed helmet, which was given to her as a souvenir of the day. Along with the opportunity to start The Winston Open, Carpenter and three guests were treated to limousine service to the track, full credentials into the pit areas and pre-race ceremony, as well as luxury box seats to watch the race.

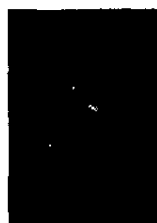
51847 8902



J. Heath - 35



L. Jester - 35



J. Brock - 30



R. Clemens Jr. - 30



J. Cook - 30



J. Garwood - 30

SERVICE AWARDS

35 YEARS - MARCH

I.T. Disher
Whitaker Park making
and packing

Amos E. Feaster
CO₂ production

Jerry W. Heath
Brands R&D

Larry W. Jester
Whitaker Park making
and packing

Ronald L. Muncus
Tobacoville making
and packing

Floyd W. Puckett
Operations technical training

Charlie M. Smith
Whitaker Park primary

Jerry L. Stanley
Tobacoville making
and packing

Willford O. Vernon
Tobacoville making
and packing

30 YEARS - MARCH

Ronald P. Allen
Tobacoville primary
machinery and equipment

Donald R. Brannock
Tobacoville kitchen

Robert L. Brannock
Tobacoville making
and packing

Arthur G. Collins
Tobacoville primary
machinery and equipment

James A. Cook
Tobacoville receiving
and blending

Robert M. Crotts
Tobacoville making
and packing

Jimmy R. Davis
Tobacoville making
and packing

Richard E. Doyle
Shorefair making
and packing

James W. Eller
Tobacoville material
control/export

D.M. Elliott
Sales

Robert T. Flynn
Trucking general

Clarence R. Fogg
Whitaker Park primary

Jerry W. Geleznisky
Leaf management

D.R. Gerrald
Leaf management

Harold Greenbaum
Sales

F.R. Gross
Sales

Samuel S. Hays III
Brook Cove prizing

Jean L. Hill
RCFCU administration

John L. Irby
Whitaker Park making
and packing

Rex D. Mathis
Tobacoville making
maintenance

Jimmy L. McHone
CO₂ processing

Dennis A. Page
Whitaker Park making
and packing general

Marvin E. Reynolds
Trucking general

Charles E. Richardson
Tobacoville making
and packing

Richard D. Roane
Tobacoville process
control/quality control

D.K. Scott
Sales

Charlie R. Seagraves
Whitaker Park plant
production engineering general

Jimmie C. Slade
No. 604 cylinder engraving

Karl F. Yena
Human resources

30 YEARS - APRIL

Joseph D. Brock
Tobacoville making
and packing

Jake Brown
Tobacoville making
and packing

Robert G. Clemens Jr.
Whitaker Park making
and packing

Shirley M. Fennell
Customer financial services

Joy H. Garwood
Disbursements accounting

Wilcher G. Goins
Shorefair primary

Robert C. Hall
Quality planning
and systems assessment

Ronald E. Long
Whitaker Park making
and packing

John M. Martin
Product development
and assessment

Lester N. McCollum
Tobacoville making
maintenance

Billy W. McHone
Tobacoville making
maintenance

Larry G. Mickey
Tobacoville making
and packing

James K. Nichols
Tobacoville making
and packing

Geraldine M. Nicks
Marketing operations

P.S. Peeples Jr.
Tobacoville making
and packing

William H. Penn
Whitaker Park making
and packing

Gilbert Priddy
Tobacoville making
and packing

Robert M. Pugh
*Facilities operations
and technical services*

James R. Reynolds
*Tobaccoville making
and packing*

F.D. Widener
*Tobaccoville making
and packing*

25 YEARS - MARCH

Walter V. Bowman
CDC LTL shipping

David F. Chappell
Tobaccoville utility plant

R.P. Dotson
Sales

W.C. Flinchum Jr.
Product reclaimed goods

James L. Jones
Sales

R.H. Lankford
Sales

Ronnie R. Martin
CDC receiving

Ray E. Pennell Jr.
CDC receiving

Randolph Purvis
Central slit and clean

T.R. Savola
Sales

R.D. Scoggins
Sales

25 YEARS - APRIL

R.F. Black
Sales

Ronald J. Bodsford
Trucking general

M.J. Cobucci
Sales

James E. Connor
No. 200 plant services, printing

R.D. Garrison
Sales

Spencer K. Gung
*Administrative
and facilities services*

M.L. Jones
Trade marketing

W.F. Kubin
Sales

Jackie C. Lane
Davie Storage

Earl R. Lattimore
*Tobaccoville casing
and cutting/cut-filler storage*

J.C. Melvin
Sales

G.H. Moulton
Sales

Benjamin L. Simmons
Trucking general

20 YEARS - MARCH

Timothy R. Ball
No. 604 presses

Harvey L. Bates
*Tobaccoville receiving
and blending*

S.R. Brittain
Sales

Jo A. Brown
*Manufacturing automation
systems*

Artis M. Crump
Tobaccoville process services

Stephen R. Doss
*Personal computing -
LAN services*

Anthony G. Edwards
Tobaccoville utility plant

Parthenia S. Galloway
Law - Compliss

Terry A. Hartness
*No. 200 metals
slitting/separating*

Brenda L. Howard
*Compensation
and employee benefits*

Sandra N. Jarvis
*Sports Marketing Enterprises
general*

R.D. Luckett
Sales

James E. May
*Tobaccoville making
and packing*

Mary J. McCarty
Sales

M.L. Priest
Sales

Harvey L. Rice
Tobaccoville utility plant

R.F. Segelke
Sales

Ann T. Stewart
Marketing

Gloria L. Willis
Winston-Salem airport aviation

20 YEARS - APRIL

Earline G. Abbott
Packaging production planning

E.K. Burns
Sales

B.W. Cava
Sales

Elsar R. Cuthrell
Whitaker Park utilities general

K.W. Hayner Jr.
Sales

Randy G. Hutchens
Trucking general

Bruce A. Johnson
General sales

Deborah S. Jordan
Operations finance

Leigh E. Leverenz
Technical services

Dennis W. Livengood
Davie Storage

John C. Lovett
Human resources

Thomas D. McMillan
*Tobaccoville casing
and cutting/cut-filler storage*

James C. Miller Jr.
Downtown utilities

Wanda D. Snow
Marketing operations

Russell M. Surratt
Operations finance

Jerry L. Thomas
Technical services ▶▶▶



W. Goins - 30



S. Hays III - 30



J. Hill - 30



J. Irby - 30



L. McCollum - 30



W. Penn - 30

People

(continued from page 13)



M. Reynolds - 30

Christine D. Walls
R&D planning/administration

Donald L. Wells
Sales

Joyce M. Williams
No. 200 presses and cutters

15 YEARS - MARCH

Brian F. Coleman
Sales

Steven L. Cooper
Sales

Roy D. Dawson
*Sports Marketing Enterprises
general*

Lisa R. Drum
Marketing operations

Donald W. Duty
Tobaccoville utility plant

Steven C. Grossberg
Sales

Miller K. Hinshaw Jr.
Purchasing

Richard G. Howard
Sales

Janie B. Inman
Packaging purchasing

Nannette S. Kershow
Sales

Paul J. Lamarca II
Sales

Donna H. Leinbach
Downtown utilities

Robert R. Loun Jr.
Sales

Julie K. Mack
Sales

Eddie L. Nuckols
*Tobaccoville making
and packing electrical
maintenance*

James A. Shore
*Whitaker Park process
services*

William M. Smith
*Tobacco processing
engineering*



C. Richardson - 30



J. Connor - 25



S. Gung - 25



R. Purvis - 25



P. Galloway - 20

Jerry L. Sneed
RCFCU administration

W. Keith Spillman
*Tobaccoville maintenance
general*

John E. Stewart
Environmental management

Cynthia S. Stokes
Brands R&D

Mary S. Wilson
Technical services

Dennis E. Wingate
*Product development
and assessment*

15 YEARS - APRIL

George A. Beas
Sales

Paul D. Early Jr.
R&D planning/administration

James S. Foreman
*Sports Marketing Enterprises
general*

Joseph J. Gohn
*Sports Marketing Enterprises
general*

Susan R. Hicks
Brand management

Ralph V. Napp Jr.
Sales

Kathy P. Putnam
Product evaluation

Julie G. Sanders
Sales

10 YEARS - MARCH

Steven E. Anders
Sales

Ronald F. Bianchi
Law - Compliss

Valerie Bostic
Sales

Kent G. Brock
Sales

Charles R. Carter
Sales

Joseph G. Hart
Sales

Karen M. Johnson
Sales

Tyrone L. Sampson
Sales

Paul D. Sawyer
Sales

John W. Thompson
R&D planning/administration

Todd M. Wagner
Sales

Gregory A. Wright
Sales

10 YEARS - APRIL

Charles D. Arnett Jr.
Sales

Karla P. Frazier
Sales

Mark R. Gambardella
Sales

Alan G. Gordon Jr.
*Tobaccoville production
support maintenance*

Susan C. McKarns
Product evaluation

Michael R. Pemberton
*Tobaccoville production
support maintenance*

Timothy F. Thomas
*R&D process technology
and development*

Mark A. Werkman
Winston-Salem airport aviation

Darrell D. Williams
*R&D process technology
and development*

5 YEARS - MARCH

Luis Arencibia
Sales

Kelli Jo Asel
Sales

Heidi L. Hardyman
Sales

Kenneth M. Husvar
Sales

James P. Linebarger
Sales

Susan T. Meyers
Sales

Stanley M. Scott
Sales

Randall A. Sullivan
Sales

Liane K. Waechter
Sales

William R. White
Sales

5 YEARS - APRIL

Mark C. Defeo
Sales

Vanessa Mooltry
Sales

Robert M. Phipps
RCFCU administration

Labon Richardson
Sales

Lisa D. Southard
RCFCU administration

PROMOTIONS AND APPOINTMENTS

BRAND MARKETING

Lynn J. Beasley
to senior vice president - brand marketing

G. Clifton Pennell
to senior vice president - brand marketing

BRAND-MEDIA-DIRECT MARKETING

Frances V. Crelghton
to vice president - marketing

Douglas A. Funderburk
to marketing manager

Norton W. Jennette
to assistant marketing manager

Edmund C. Leary
to vice president - marketing

Geraldine M. Nicks
to marketing operations analyst

Nicholas S. Saldiner
to assistant marketing manager

Jonnie L. Shore
to marketing operations analyst

Douglas W. Shouse
to vice president - marketing

Myra L. Smith
to marketing operations assistant

Jasper D. Spencer Jr.
to marketing operations senior coordinator

Sue S. Wall
to team leader - marketing operations

BUSINESS DEVELOPMENT

Lynn G. Dube
to senior information manager

Robert A. Elmer
to senior information analyst

Clare M. Smith
to senior information manager

COMMUNITY AFFAIRS

Vivian L. Turner
to manager - contributions and community affairs

DISTRIBUTION AND LOGISTICS

Benny E. Myers
to manager - CDC operations

Shirley M. Owens
to senior administrative assistant

ENGINEERING STAFF

John D. Potter
to director - environmental/safety emergency services

ENVIRONMENTAL AFFAIRS/SUPPORT SERVICES

Douglas B. Beasey
to lead radiation safety officer

Charles E. Blackwell Jr.
to safety and health professional III

George L. Lamb
to senior staff technologist

John W. Sullivan
to engineering senior technologist

W. Sue Swalm
to principal administrative assistant

Yongsheng Yi
to engineer III

FINANCE AND ACCOUNTING

Jane A. Allen
to customer services senior specialist

Jean C. Davis
to financial reporting manager

Robert K. Fitzgerald
to manager - financial services (Sports Marketing Enterprises)

Rebecca H. Fullton
to manager - OCC/cash flow reporting

Dorothy R. Henley
to manager - disbursement and coupon redemption center operations

Andrea C. Hicks
to financial reporting manager

Gary W. Hicks
to manager - savings business finance

Steven R. Holland
to senior financial analyst

Clay S. Lentz
to manager - credit and customer financial services

Kay W. Maxwell
to senior customer services representative

Dianne M. Neal
to vice president and controller

Lori C. Schamay
to financial manager - marketing

Robin C. Shelton
to tax analyst III



B. Howard - 20



R. Hutchens - 20



S. Jarvis - 20



L. Leverenz - 20



J. Lovett - 20



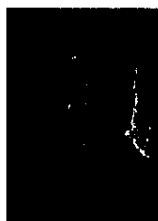
J. Miller Jr. - 20

People

(continued from page 15)



J. Thomas - 20



C. Walls - 20



J. Williams - 20

Vernon A. Stewart
to manager - accounting
and payroll

Brian D. Stout
to manager - Sports
Marketing Enterprises finance

Donna E. Whitaker
to senior coupon redemption
center specialist

HUMAN RESOURCES

Carol I. Christian
to benefits analyst

Kathy R. Holbrook
to benefits analyst

INFORMATION RESOURCES

Tim S. Burgess
to systems technical
specialist III

James F. Calder Jr.
to lead systems technical
specialist

Latisha D. Dixon
to systems support specialist I

Paul J. Donadio
to principal systems technical
specialist

Ronnie W. Eads
to lead systems technical
specialist

Joseph W. Faske
to lead systems technical
specialist

David R. Hawkes
to information resources
support analyst II

Roy R. Haynes Jr.
to lead systems technical
specialist

H. Clay Heath Jr.
to senior systems technical
specialist

Paul J. Hoffman Jr.
to systems technical
specialist III

Ronald G. Ingram
to principal systems technical
specialist

Eddie R. Lynch
to principal systems technical
specialist

Robert W. Petree
to lead systems technical
specialist

Keith W. Smith
to systems development
manager

David Shaun Todd
to senior systems technical
specialist

Dana I. Triplett
to senior systems technical
specialist

Donald L. Vance
to principal systems technical
specialist

Timothy W. Welborn
to lead systems technical
specialist

INTERNAL AUDIT

Susan H. Baker
to senior auditor

Joyce A. Marsh
to principal administrative
assistant

Garner Ted Stewart
to manager - internal audit

INTERNATIONAL SUPPORT

Gwendolyn O. Carlthurs
to specialist international
export services

Patricia T. Lumsden
to financial analyst -
intermediate

Katrina C. Whitt
to manager - international
accounting

LAW

Suzanne J. Jabbour
to vice president
and deputy general counsel

Anne E. Miller
to senior legal assistant -
marketing

Ronald G. Parrish
to systems technical specialist I

Libby J. Willmoth
to manager - law
administration

LEAF OPERATIONS

Jennifer L. Brannan
to senior financial analyst

Alonzo W. Filinchum
to leaf storage equipment
operator

Wiley T. Pittman
to leaf manager

Nancy K. Zimmerman
to senior financial specialist

MAINTENANCE

Lindsay F. Johnson
to maintenance technician II -
electrical

Teresa L. Simmons
to maintenance technician II -
electrical

Timothy C. Wallace
to maintenance technician II -
electrical

Travis L. Williams
to maintenance technician II -
electrical

MAKING AND PACKING ENGINEERING

Jimmy R. Bohannon
to engineering technologist III

Leonard K. Byerly
to engineering technologist III

Garland J. Caudle
to inventory analyst III

Curtis B. Gordon
to engineering senior
technologist

Gregory A. Holmes
to senior staff engineer

Ronald W. Melton
to senior staff project manager

B.S. Williard
to senior technologist

51847 8907

David L. Wright
to senior staff engineer

MANUFACTURING CIGARETTE GENERAL

John W. Bowen
to packing machine operator –
GDX-2

Timothy G. Sapp
to primary manager

Carolyn B. Stafford
to processed tobacco
coordinator

MANUFACTURING FACTORY SERVICE

Deborah P. Bowman
to production services
attendant

David A. Jones
to production services
attendant

Sandra H. Kleffer
to production services
attendant

James W. Marlon Sr.
to production services
attendant

Betty M. Moore
to production services
attendant

Richard B. Porter
to production services
attendant

Claude W. Snow
to production services
attendant

Cheryl W. Valenzuela
to production services
attendant

MANUFACTURING MAKING AND PACKING

Donna L. Alford
to production services
attendant

James R. Dodson
to senior pilot plant technician

Cheryl P. Hutchinson
to administrative assistant

Mark T. King
to making machine operator –
Protos

Craig D. Sink
to packing machine operator –
GDX-500

MANUFACTURING PRIMARY

Bernard Dobson
to primary operator "B"

Larry R. Haynes
to IVO/CRT operator

Robert L. Shields
to primary operator "A"

MANUFACTURING PRODUCTION ENGINEERING

Lillian C. Brown
to principal production
assistant

Chris E. Hemric
to engineering senior
technologist

Eduardo Martinez
to principal engineer

Kimberly S. Moore
to senior engineer

Steven M. Norman
to senior staff engineer

Laura L. Philpot
to senior staff engineer

Randal L. Welsz
to senior staff engineer

Stanley I. Wood
to senior staff technologist

MANUFACTURING QUALITY CONTROL

Regina N. Bowles
to senior staff engineer

Carson A. Brown
to engineering senior
technologist

J. Randall Burcham
to senior staff engineer

James N. Pruitt
to senior staff engineer

William B. Vaden
to engineering senior
technologist

MANUFACTURING TOBACCO PROCESSING

Michael B. Blackburn
to IVO/CRT operator

Richard I. Boger
to process control technician

William G. Boger Jr.
to process control technician

J. Rodney Brown
to IVO/CRT operator

Larry L. Carlton
to refiner "A"

Stephen D. Cromer
to production planner

David S. Higgins
to engineering senior
technologist

Donald R. Jones
to IVO/CRT operator

Earley F. Lumley Jr.
to IVO/CRT operator

Kathy B. Motsinger
to central flavoring/
adhesives specialist

David G. Royal
to stock preparation relief

Hazel H. Shelton
to central flavoring/
adhesives specialist

Regina W. Southern
to production recovery
operations specialist

Danny L. Thomas
to process control technician

David T. Wall
to production recovery
operations specialist

Roger D. Watson
to sheet dry machine
operator "A"

PROCESS ENGINEERING

Alan C. Belcher
to senior technologist

Donald A. Newton
to senior principal engineer ►►►

People

(continued from page 17)

PRODUCTION GENERAL

Tommy L. Hickman
to vice president - operations
planning and quality assurance

PRODUCTION OPERATIONS PLANNING

Linda P. Jones
to executive assistant

PROJECT MANAGEMENT

Debra A. Easter
to senior project manager

Henry B. Watson Jr.
to principal engineer

PUBLIC AFFAIRS

Carolyn G. Brinkley
to senior public affairs
coordinator

PURCHASING AND SUPPORT SERVICES

June P. Anthony
to meeting coordinator

Janice C. Faries
to fleet operations manager

Brenda V. Gordon
to senior administrative
assistant

Phillip W. Gregory
to systems technical
specialist II

Denaye J. Hodglin
to purchasing information
coordinator

Susan H. Jackson
to meeting coordinator

Cheryl M. Johnson
to associate administrative
assistant

Janle I. Withers
to meeting coordinator

RCFCU

Margaret J. Brown
to credit card manager

Frances D. Campbell
to RCFCU branch manager I

Daniel R. Coney
to manager - equity and
mortgage services

Kimberly E. Corns
to member products assistant

Sarah M. Cox
to loan officer

R. Perry Crutchfield
to manager - special services

Kenneth N. Elkins
to RCFCU branch manager II

Ronald O. George
to RCFCU assistant branch
manager

Vickie H. Harbin
to collections officer

Rhoedona G. Hester
to loan officer

Joy L. Howard
to senior teller

Deborah A. James
to customer services assistant

Mary H. Pickard
to member products assistant

Alesia A. Turner
to marketing assistant

Janice L. Welch
to loan officer

RESEARCH AND DEVELOPMENT

Barry S. Fagg
to manager - mechanical
process and applications

Jack G. Flinchum
to manager - process pilot
plants/labs

Charles R. Green
to senior principal scientist

Judy H. Grubbs
to principal administrative
assistant

Chris J. Jones
to pilot plant technician

Sydney K. Seymour
to manager - process
instrumentation and electronics

RJR PACKAGING

Harold K. Alley
to mechanical trainee

Anthony T. Barr
to rotogravure press helper

Wayne M. Berry
to blown film assistant operator

Edward E. Brewer Jr.
to assistant 4-Hi Mill operator

Karen L. Causey
to engineering technologist II

Toby J. Cranfill
to mill helper

Carolyn H. Crutchfield
to principal administrative
assistant

David W. Flippin
to separator/slitter helper

Michael D. Goforth
to separator/slitter helper

Ray V. Goforth Jr.
to caster/furnace helper

Milford L. Goldsmith
to CSP operator

Bernard L. Hairston
to separator/slitter helper

Louis J. Henighan
to separator slitter operator

Brian D. Hicks
to assistant rotogravure press
operator

Donald R. Lash
to engraver operator

Tracy R. Mayberry
to laminating/coating helper

Lewis E. Petree
to engineer I

Michael A. Prevette
to caster/furnace helper

Jody R. Reavis
to lead ink and adhesive
preparer

Brian M. Shoaf
to material planner

Michael D. Sonbert
to annealing oven operator

Kerry D. Tatum
to assistant 4-Hi Mill operator

Michael A. Watson
to mill helper

David R. Willard
to separator/slitter helper

Brian D. Wooten
to separator/slitter helper

SALES

Tromy E. Baliste
to retail manager – field sales –
Southern sales area

John C. Bruton
to account manager – field
sales – Southern sales area

Michael D. Garry
to retail manager – field sales –
Northeast sales area

John D. Gittins
to account manager – field
sales – Northeast sales area

Joel E. Godby
to retail manager – field sales –
Northeast sales area

Michael J. Gripp
to account manager – field
sales – Midwest sales area

Kraig D. Knudsen
to account manager – field
sales – Midwest sales area

Phillip K. Krumlauf
to retail manager – field sales –
Northeast sales area

Mark D. Rumley
to account manager – field
sales – Midwest sales area

Richard A. Smith
to division sales manager –
Northeast sales area

Maureen J. Stine
to division sales manager –
Southern sales area

Randall A. Sullivan
to key account manager –
Southern sales area

David P. Thoensen
to division sales manager –
Midwest sales area

Todd M. Wagner
to division sales manager –
Northeast sales area

SALES/MARKETING PERSONNEL

Dorothy C. Draper
to assistant manager – sales
marketing personnel

SHOREFAIR GENERAL

Bernadette W. Spell
to manager – manufacturing
financial services

SPORTS MARKETING

Terry S. Ralledge
to Sports Marketing Enterprises
assistant

STATE GOVERNMENT RELATIONS

Judy P. Albert
to principal administrative
assistant

TRADE MARKETING

Martha H. Preston
to assistant manager – trade
relations

TRUCK OPERATIONS

G. Chris Todd
to distribution coordinator

UTILITIES

David F. Chappell
to coal handling specialist

Tony W. Drane
to shift manager

IN MEMORIAM

Barbara D. Brown
57, a promotion production
manager in purchasing – sales
and marketing support, died
March 13. A resident of
Winston-Salem, N.C., she had
23 years of service with the
company.

Ralph H. Foote

53, a truck driver – tractor
trailer in trucking general, died
March 4. A resident of Winston-
Salem, N.C., he had 30 years of
service with the company.

Donald R. Fulp

55, a lead ink and adhesive
preparer at No. 200 ink room,
died March 9. A resident of
Winston-Salem, N.C., he had
37 years of service with the
company.

Special Suggestion Awards

February – 1997

Larry J. Bostic
Carlton D. Priddy
No. 604 packaging, received a
joint award of \$1,500 for
recommending installing an
interlocking switch to prevent
the slitter from starting until
the web clamp has been
released, reducing tipping-web
scrap.

Edwin H. Brown
No. 200 packaging, received
an award of \$1,980 for
recommending an alternative
way to clean press cylinders.

April – 1997

Beverly M. Anthony
Facilities planning services,
received an award of \$2,265 for
improving dock services
resulting in labor savings.

Hazel H. Shelton
*Tobacco processing/flavoring -
adhesives*, received an award
of \$17,210 for recommending
new transmitters to improve
casing-inventory accuracy,
resulting in material savings.



This photo of downtown Falmouth, Ky., was taken on March 2, 1997, at the height of the Ohio River flooding this spring. R.J. Reynolds Tobacco Co. and employees donated \$50,000 in relief funds for flood victims. Falmouth — which is in Pendleton County and one of the counties that benefited from the donated funds — is in the heart of Kentucky's burley tobacco-producing region. (Photo by Charles Bertram of the Lexington Herald Leader.)

Employees reach out to flooded growers

Employees of R.J. Reynolds Tobacco Co., led by volunteers from the employee-based Tobacco Action Coalition (TAC), opened their hearts and their wallets to tobacco farmers of the Ohio River Valley. Employees contributed more than \$22,000 to help tobacco farmers who lost nearly everything in the spring floods in Ohio and Kentucky.

Don Haver, RJR vice president of community affairs, says, "The company will match employee contributions as we have in the past with other relief efforts for a combined contribution of \$50,000."

Donations will help farmers replant crops, rebuild farms, clean up homes and support local community projects. "Decisions on how the money will be distributed are being made by volunteers in the affected communities. That way, we feel our contribution will be given to those in need quickly and efficiently," Haver says.

Dottie Ratledge, president of TAC, says, "Employees realized that many of these farmers helped us by participating in the march in Washington to protest federal excise taxes on cigarettes, and we were all glad to help them recover from the flood." ■

Caravan

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Editorial staff:

Barbara Goho
Mary Hampton
Brenda Matthews
Ellen Merritt
Kate Schindler

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